

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%

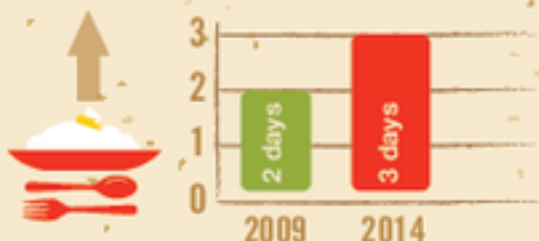


230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

In the last five years, this figure has **increased** by one additional day per week



THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

7%



carrots

POTATO PREPARATION

How Americans like their TATERS



IT'S GOTTA BE IDAHO

When I Say Potato, You Say Idaho!



9/10

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states

72%



WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more **POTASSIUM** than bananas.

93%

93% don't know potatoes have more **VITAMIN C** than bananas.



Survey conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.



Idaho is a leading global source for savings on potatoes from 100+ different 500+ varieties and 40+ smaller companies and operations. For more information about Idaho, please call 1-800-8-KID-TO or visit www.kidstobuy.com

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

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